

The Didsbury Pioneer

Provincial Library de 54

VOLUME 53; NO. 8

DIDSBURY, ALBERTA, WEDNESDAY, FEBRUARY 24, 1954

\$2.50 a Year; 6c a Copy

Mrs. A. L. McInnes Dies in Hospital

Mrs. Jessie McInnes of Didsbury died in hospital here on Monday, February 15.

Born in Renfrew, Ont., Mrs. McInnes moved to Didsbury in 1902. She was a member of the Rugby Women's Institute and the Didsbury O.E.S. and a past worthy grand matron of St. Hilda's Chapter, O.E.S.

Surviving are her husband, Allan, two sons, Walter and Emerson, both of Didsbury; one daughter, Mrs. Hazel Casey, Edmonton; five grandchildren and three great-grandchildren.

Rev. C. C. Armstrong and Rev. A. J. Grams officiated at the funeral service Friday at 2 p.m. in the Evangelical church here. Burial followed in Didsbury cemetery, with Didsbury Funeral Home in charge of arrangements.

LADY CURLERS COME CLOSE IN PROVINCIAL EVENT

Playing in Calgary last Tuesday in the T. Eaton Curling competition, the winner of district No. 7, with Mrs. Reta Gillies as skip, were successful in taking section A in the Southern Alberta playdowns, but were edged out by one point in each of two games with Mrs. Moreton of Medicine Hat and Mrs. Snidal of Glenora in the finals.

Mrs. Gillie had previously played in Section A on Monday, ending in a tie with Mrs. Brown of Gleichen, and won the playoff game in that section Tuesday morning with last week on an extra end. Mrs. Snidal was final winner of the competition in which 12 rinks participated.

The series marked the third time Mrs. Snidal had completed for the championship and it was her last victory. Medicine Hat won last year.

The Gillie rink played 37 consecutive ends Tuesday. Other members of the rink were Mrs. Marvel McCoy, Mrs. Janet Kimmel and Mrs. Nellie Roberts.

BOARD OF TRADE ANNUAL MEETING

The Didsbury and District Board of trade annual meeting will be held on Tuesday, March 2, at 8:00 p.m. in the Lutheran Church basement.

Election of officers will take place and plans will be made for the annual Farmers' Bazaar.

All interested are urged to attend.

Lions Club Winter Carnival Set For This Friday Night

Didsbury Lions Club Annual Winter Carnival is scheduled to get underway at 8 p.m. this Friday evening, February 26.

This year the Lions Club Boys and Girls Club Band of Calgary, in their colorful uniforms, will lead the Grand March and play numbers during the evening, as well as accompany some of the other features.

Local performers skaters, who put on such a fine show last year, will again be under the direction of Miss Mae Ringheim. They will present the Fairy Drill, the Gypsy Drill and Deep Purple Waltz.

Under direction of Florence Macdonald-Owens of Olds, 26 girls will appear in three numbers.

The initial item will again feature 15 drum majorettes in a ribbon baton event. In this, their second appearance in the Didsbury Ice Show, the girls will be costumed in new satin uniforms of turquoise, magenta and silver. The majorettes vary in age from 4 to 16 and the arrangement in V formation with

Ramblers Return To Form; Defeat Olds Elks In Weekend Fixtures

Highway Accident Takes Three Lives

One of the worst accidents to occur in this vicinity in recent years happened shortly before noon last Saturday on the main No. 2 highway east of here. The mishap took the lives of three people and a fourth is in Didsbury hospital, but is expected to recover.

Police say the crash occurred on a straight, but slippery, stretch of road. A car driven by Mr. John Wilson of Edmonton apparently went out of control while travelling south and crashed broadside into the northbound auto driven by Mr. J. M. Labrie of Barrhead.

Dead are Mr. and Mrs. John Wilson, both about 45, of Edmonton, and Mrs. J. M. Labrie, aged 50, of Barrhead. Mr. Labrie is in hospital in fair condition.

According to witnesses, the Wilson car had gone out of control just prior to the accident and was skidding along the slippery highway before hitting the Labrie car.

The impact is believed to have killed Mrs. Labrie instantly while Mrs. Wilson died on arrival at hospital and Mr. Wilson died a short time later.

The cars were so badly smashed that the wreckage had to be piled apart before the victims could be removed. Snow was falling at the time of the accident.

An inquest has been ordered by Dr. H. W. Epp, coroner, at a date to be decided on. Foreman will be Dale Kimmel, and jury members are Ed Buhr, J. Tuggle, J. Holub, Ernie Clarke and Jack McLoyle.

ST. CYPRIAN'S CHURCH HOLDS ANNUAL MEETING

The annual meeting of St. Cyprian's Church was held recently at the home of Mrs. Freeman, with Canon Morgan, Calgary, in charge. The secretary, Warden reported a successful year.

Mr. E. Walker was elected people's warden. Mr. J. Rupp was re-elected vicar's warden and Mr. D. McMullen was elected lay delegate to synod.

Mrs. Freeman was also hostess to the St. Cyprian's W.A. annual meeting. The W.A. reported a good year and officers for 1954 are as follows:

President, Mrs. Freeman; secretary, Mrs. L. Sinclair; Dorcas secretary, Mrs. S. Wilkins; Little Helpers' secretary, Mrs. E. Walker.

The Anglican W.A. held a whist drive at the home of Mr. and Mrs. Smith, Feb. 10 and despite the stormy weather five tables played. Honors went to Mrs. J. Bushaw for the ladies and Mrs. A. L. Hogg for the men. A box of chocolates was donated by Mrs. H. Hogg and was won by Mrs. A. L. Hogg. The next whist drive will be held Tuesday, March 2 at the home of Mr. and Mrs. A. Vipond.

The community has lost a great friend in the death of Mrs. A. L. McInnes and deepest sympathy is extended to the bereaved family.

Two rinks returned from the Cremona bazaar with prizes. One was skipped by Glen Ewing, Gordon Belfus, Harvey Hoggard and Peter Luft; the other skipped by B. Belfus with Ken Belfus, Harold Erickson and Bill Smith.

WALTHER LEAGUE CONCERT, WEDNESDAY AND THURSDAY

Because the Didsbury Ice Carnival will be held on Friday, Feb. 26, the Redeemer Walther League will present their Variety Concert on Wednesday and Thursday, Feb. 24 and 25, beginning at 8 p.m. in the Redeemer Lutheran Church basement.

On the program there will be a total of 21 numbers. Two skits and a one-act play form the basis of the presentation. There are also four interesting monologues. A. L. Hogg, Mrs. S. Wilkins, and quartet will add to the enjoyment. Piano and instrumental selections will round out the musical portion of the program. Finally, a number of items, too difficult to classify, will complete the concert.

The entire program is presented by members of Redeemer Walther League or of others who will shortly become members. The program will start at 8 p.m. sharp.

LEGION AUXILIARY TO HOLD INSTALLATION SUPPER

The Ladies' Auxiliary to the Canadian Legion, B.E.S.L., Didsbury branch, will hold its annual installation supper on February 25 in the Lions hall at 7 p.m.

All Legion members are invited to bring their wives or a friend and all auxiliary members whose husbands are not Legion members are cordially invited to bring their husbands.

HAMBLERS AND ELKS TO TANGLE IN PLAYOFFS

Final standing in the Central Alberta Hockey League have been established and the count reveals that Olds Elks and Didsbury Ramblers will meet in the first round. The best two-out-of-three series will start at Olds on Saturday night with the second game here on Monday night. If a third and deciding game is necessary it will be played in Olds next Wednesday night.

WEST NOTES

(Our Own Correspondent)

Mrs. Dyrt Sr. was a Calgary visitor Friday for further medical attention on her eyes.

Mrs. E. W. Lowrie left Thursday to attend the Red Cross conference in Edmonton.

Mr. and Mrs. W. Rigby visited with Mr. and Mrs. J. Camps, east of Calgary, on Sunday.

Mr. and Mrs. C. Russell had dinner with Mr. and Mrs. Albert Krebs on Sunday.

Mrs. O. Krebs was home over the weekend. She is with the Shanon outfit near Drumheller.

Mrs. R. McNaughton and Mrs. A. Hogg recently visited the K. B. Green house to see what the Didsbury branch of the Red Cross could give to Wilfred, a cerebral-palsy victim.

Mr. and Mrs. R. Belfus were Calgary visitors over the weekend. A rink skipped by Mrs. H. Erickson and with Mrs. D. Gillies, Mr. F. Evans and Mrs. G. Belfus playing, entered the ladies' bazaar at the home of Mrs. A. L. Hogg on Saturday and Sunday, winning one game and losing two.

The Rugby W.A. held a whist drive at the home of Mrs. A. L. Hogg on Feb. 15, with six tables in play. Honors went to Mrs. J. Bushaw and Mrs. Campbell and consolation to Mrs. O. Thompson and Bruno.

The meeting of the Anglican W.A. was held Tuesday, Feb. 16 with most of the members present at the home of Mrs. A. Vipond. The secretary reported was won by Mrs. McMullen and study portion on Nigeria by Mrs. A. L. Hogg.

The secretary reported that \$9.25 was realized at the whist drive. The money was given out by the Dorcas secretary, to be turned in again by April. The next meeting will be at the home of Mrs. W. Blain, Tuesday, March 16.

(Last Week)

The Anglican W.A. held a whist drive at the home of Mr. and Mrs. Smith, Feb. 10 and despite the stormy weather five tables played. Honors went to Mrs. J. Bushaw for the ladies and Mrs. A. L. Hogg for the men. A box of chocolates was donated by Mrs. H. Hogg and was won by Mrs. A. L. Hogg. The next whist drive will be held Tuesday, March 2 at the home of Mr. and Mrs. A. Vipond.

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Didsbury Ramblers came into their own over the weekend and scored two "easy-to-take" victories at the expense of the over-confident and over-publicized Olds Elks.

Playing here Saturday night Elks (and their fans) had it all figured out how the game would end before the initial whistle had been blown. At the end of three periods their plans had been changed, but definitely!

The locals took an early two-goal lead on a pair of counters by Cec Papke in the first stanza. Olds came back strong in the middle session and knotted the count at 2-2. Haynes then showed the visitors his heels and rapped in two counters while Olds were able to count but one.

Still well in the game, Elks tied it up again early in the third but continued pressure by Ramblers could not be denied and Smith sank the winner at the half way mark of the final session, giving Didsbury a 5-4 win.

The same two clubs tangled in Olds on Sunday afternoon and as was the case the previous evening, Elks (and their not-so-loyal fans) figured it would be just a cakewalk; it couldn't happen twice. They didn't count on meeting a battling bunch of lads from the south who had different ideas.

At the end of the first it was 2-2. Olds forced ahead 5-4 in the second session and may as well have stayed at home as Ramblers rapped in three unanswered goals in the final period.

Smith performed the hat trick for the locals in the Sunday contest, while single goals went to Morgan, Papke, Hamilton and Haynes.

In the weekend fixtures there were many stars on both teams, but as far as local scoring was concerned Smith with four, Papke and Haynes with three each were well in the limelight.

From latest reports the two losses cost Olds any chance of taking the league lead away from Red Deer Monarchs and if you were at the game on Sunday you couldn't have failed to notice the need for a few towels among the fans from Elksdon (Didsbury's northern suburb).

The way the standings in the league are at present, and there seems little chance of any drastic change, Olds and Didsbury will meet in the first round of the playoffs in a best two-out-of-three series.

In a game played earlier in the week, Ramblers defeated Alix on their home ice by a 4-3 count. Smith and two, Papke and Dunlop were local marksmen.

Shown above is Mrs. Florence Owens, who will lead her Olds Majorettes in three numbers at the Lions Club Carnival Friday night.

WOMEN'S INSTITUTE BRANCH ORGANIZED IN DIDSBURY

A branch of the W.I. was organized in Didsbury last Friday at the home of Mrs. Ed Blain. There were 14 present and Mrs. A. L. Hogg, constituency convener, was in the first round of the meetings.

The following officers were appointed: Mrs. Rathburn, president; Mrs. A. Wahl, vice-president; Mrs. S. Miller, secretary-treasurer.

Fee for the year was set at \$1.00 and the first regular meeting will be held at the home of Mrs. Roger Barrett on Wednesday, March 3.

Mrs. Ross and Mrs. McDonald to be co-hostesses.

DIDSBURY MARKETS

BUTTERFAT
Delivery Basis At Crystal Dairy

Special 62c
No. 1 60c
No. 2 58c
Table 51c



Lovely Frances Dafeo and her able partner Morris Bowden of the Toronto Skating Club, outpointed a classic international field at the

Zella W.I. February Meeting

Zella W.I. held its February meeting in Zella school Saturday afternoon, Feb. 20, with 12 members present, along with 10 visitors from the Melvin and Rugby branches. One new member was welcomed.

Mrs. R. Fisher of Bancroft gave an interesting description of her trip to Toronto last summer where she attended the A.C.W.W. convention. In the jelly roll competition, judged by Mrs. Ross Youngs and Mrs. R. McNaughton, Mrs. E. Walcott placed first and Mrs. W. Spooner second.

Mrs. Joe White was elected delegate to the biennial conference in Drumheller, with Mrs. John Hansen to accompany her as a visitor.

District dues are to be sent to Mrs. A. L. Hogg and 7 cents per member to the P.W.I.C.

Mrs. John Hansen, for her home economics topic, chose "Margarine" and showed how farmers are the main consumers.

Mrs. E. Lowrie will be the next hostess on Thursday, March 18.

Mrs. E. Lowrie was a delegate to the Red Cross convention held in Edmonton, Feb. 18 and 19.

Mrs. Bill Eggen and Mrs. William Jahnke will be the next co-hostesses on Friday, March 26th.

BERGEN NOTES

(From Our Own Correspondent)

Mr. and Mrs. Art Eggen and Mr. and Mrs. Earl Loughrey are receiving congratulations, both couples being proud parents of baby daughters.

Mrs. D. O. Clarke was re-elected by acclamation to the local school board.

Rev. and Mrs. Willard Swalm, Mrs. L. Rastell, Mrs. D. Wiers, Miss Esther Erickson and Miss Mildred Olson attended a Sunday school convention in Calgary last week.

Mrs. Henry Nielson is a patient in the Olds hospital. We wish her a speedy recovery.

HIGH SCHOOL BONSPIEL HELD HERE SATURDAY

Six local and six visiting rinks engaged in an enjoyable and successful high school bonspiel here last Saturday. Ice was heavy but it failed to dampen the spirits of the youthful contestants.

The Baxter rink of Crossfield won the Grand Challenge event from Denmore of Carstairs; third and fourth went to Amundson of Olds and Shultz of Olds, in that order.

Consolation honors went to LaVerne Traub of Didsbury, who had Evelyn Wilkins, Marlene Vipond and Wayne Shantz assisting him. Kouschuk of Carstairs was second; Ken Traub of Didsbury third, and P. Crawford, Didsbury, fourth.

C.P.R. TRAIN TIMES AT DIDSBURY

NORTHBOUND:
No. 521—(flag stop) 1:20 a.m. daily.
No. 527—10:04 a.m. (flag stop) Sundays only.
No. 523—11:24 daily except Sunday.
No. 525—6:21 p.m. daily.
SOUTHBOUND:
No. 522—1:59 a.m. daily.
No. 524—12:23 Noon daily.
No. 526—4:58 p.m. daily except Sunday.
No. 528—6:21 p.m. (flag stop) Sundays only.

South West Didsbury

(From Our Own Correspondent)

World Championships in Oslo recently. Their daring routine was expertly presented before a string of exacting judges.

Rev. and Mrs. E. B. Fox and family were Sunday guests of Mr. and Mrs. H. W. Folkmann and family.

Mr. and Mrs. Lusk and daughter visited with Mr. and Mrs. Lynn Hunsperger and family on Sunday.

Miss Marilyn Belfus is spending a few days at home after a tonsilectomy at Edmonton last week.

Mrs. Mary Crossman and son Gray of Calgary spent Sunday with the Lynn Hunsperger family.

Miss Grace Hunsperger is spending a few days at the Abe Snyder home.

Mr. and Mrs. E. Tucker and son of Calgary were Sunday evening visitors at the Fred Belfus home.

Mr. and Mrs. J. L. Tuggle were Sunday visitors with Mr. and Mrs. Ed Dippel and family.

Mr. and Mrs. Glen Jackson visited on Monday with Mr. and Mrs. Lynn Hunsperger.

Miss Shirley Kruger spent the weekend with Miss M. Belfus.

Best wishes of the district go to Mrs. M. Dippel, at present a patient in the Didsbury hospital.

Mr. and Mrs. Glen West and Grete, Miss Mary Good and G. Neufeld, all of Carstairs, were Sunday dinner guests of Mr. and Mrs. Ernie Good.

Mr. and Mrs. Gordon Weber visited with Mr. and Mrs. Charles Spreeman on Sunday.

Thursday evening visitors with Mr. and Mrs. E. Good were Mr. and Mrs. Dale Steckley and son and Mr. Joe Taylor, of Carstairs.

Mrs. A. Strong of Washington, D.C., visited with her brother, Mr. Ed Clayton and family, on Friday of last week.

EVENING GROUP HOLDS REGULAR MEETING

Knox United Evening Group W.A. met at the home of Mrs. Hazel Inglis Monday with 19 members and four visitors present. Devotional was given by Mrs. Pat Jensen. Roll call was answered by giving a Valentine verse.

The ladies were asked to enter to the A.O.T.S. men's supper on Tuesday, March 2. A committee was named to help plant the nursery at the manse. All members were reminded of the World Day of Prayer to be held on Friday, March 5 in the United Church.

Mrs. Van Wyck is to be the delegate to the Red Deer Presbytery, to be held on March 12 in Lacombe.

Tea money was raised from 100 per meeting to 25c and memberships from 25c to 50c.

The French navy Bathyscaphe, Jules and Verne, after a port of Dakar for a dive into the unknown waters of the Atlantic Ocean, Un-

der the guiding hand of a French naval lieutenant and an engineer, mate, the craft descended 12,256 feet (more than 2 1/2 miles) earlier

this week, to shatter the old record set by Prof. Auguste Piccard and his son Jacques at 10,330 feet.



THIS MONTH'S SPECIAL

FREE CHECK OF STEERING



A check-up takes minutes—and, could save you dollars! For instance, wheels out of alignment can ruin good tires in a few miles. Faulty steering may cause a costly accident. Be sure!

Let us Safely-Check your steering NOW!

INSIST ON
CHRYCO PARTS
THEY'RE GUARANTEED

CHRYCO is a trademark of the Chrysler Corporation of Canada, Limited

CHRYCO PARTS AND ACCESSORIES ARE SOLD BY...

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LIMITED

PHONE 14

DIDSBURY

The thrifty shopper buys where he or she is invited to shop. Your advertisement in The Didsbury Pioneer is an invitation to over 90 percent of the people of Didsbury and district to buy their needs in your place of business.

Radiator Repairs !!

Guaranteed Radiator Repairs on all makes and models of cars, trucks and tractors—while you wait.

DUNCAN AUTO BODY AND SERVICE

PHONE 732r --- OLDS, ALTA.

GET
**BEHIND
THE WHEEL**

AND ROLL UP A
LOT OF USEFUL
MILES IN ONE
OF THESE
**USED CAR
BEAUTIES!**



1951 CHEVROLET SEDAN, which has just been overhauled. New tires, radio and air conditioning. A fully guaranteed car for only **\$1450**

1950 PONTIAC SEDAN, in top condition. This car has a custom radio, air conditioner, seat covers and a visor. A real buy at **\$1395**

1949 MONARCH SEDAN, which has been completely overhauled. This car has had a new paint job, has a custom radio and is selling for only **\$1250**

1948 CHEVROLET SEDAN, Economical transportation for only **\$850**

1952 G.M.C. 3-4 TON TRUCK, with only 17,000 miles. A premium truck selling for **\$1600**

1949 CHEVROLET 1/2-TON, completely overhauled. Special value **\$940**

1946 FORD 1/2-TON, which is in A-1 condition. New motor not yet broke in. Bargain price **\$575**

Edford Motors
YOUR MODERN GARAGE

CHEVROLET OLDSMOBILE

NOTICE TO CREDITORS AND CLAIMANTS

In the Estate of JENS FREDERICK ADMUSSEN, late of the Hamlet of Bergen, in the Province of Alberta, Farmer, Deceased.

NOTICE is hereby given that all persons having claims upon the estate of the above named JENS FREDERICK ADMUSSEN, who died on the 12th day of April, A.D. 1953, are required to file with the undersigned by the 24th day of March, A.D. 1954, a full statement duly verified of their claims and of any securities held by them, and that after that date the Administrators will distribute the assets of the deceased among the parties entitled thereto, having regard only to the claims of which notice has been so filed or which have been brought to their knowledge.

DATED this 29th day of January, A.D. 1954.

SANDFORD & DICKIE,
Solicitors for the
Administrators,
512 Lancaster Building,
Calgary, Alberta.

CARD OF THANKS

We would like to thank all our friends for the lovely flowers, also for the cards and words of sympathy sent to us during the recent loss of our beloved father and husband.

MRS. ROMYNN and BERT
MR. and MRS. HARRY RIZZELL
MR. and MRS. ALLAN FRIZZELL

IN MEMORIAM

GABEL — In loving memory of a dear wife and mother, who passed away Feb. 24th, 1953.

Nothing can ever take away
The love a heart holds dear.
Fond memories linger every day,
Remembrance keeps her near.
Ever remembered by her loving husband, Harry, daughters, Ruth and Orpha, and sons, Goldwin and Lawrence.

Conductor — A wire by which electric current is conducted.

Fuse — A soft-metal device which melts when a circuit is overloaded.

Kilowatt — One thousand watts

FOR SALE — Oil seed barley, germination test 98%; also Saunders wheat. M. E. Archer, phone 707.

USE THE CLASSIFIED FOR RESULTS

LOST — 1 Muley Hereford Cow, branded C lazy 8, right rib, phone 345, Olds.

LOST — Case and works of man's wrist watch, in town, on main street or near Halliday's. Reward. Please contact C. Brooke, phone 1602.

FOUND — Number of sheep. Owner may claim same by contacting G. Neufeld, Box 35, Didsbury.

FOR SALE — Fortune oats, grown from certified seed, gov't. test 98% cleaned, 75¢ per bushel. Also single disc grain cleaner, disc like new. \$75. O. H. Aussenhus, phone 2112.

FOR SALE — 1948 Ford coach in good shape, new tires and tubes, good radio. Apply Mrs. B. V. Andersen.

FOR SALE — 1000 bushels Vantage barley, \$1.25 bus. Bin run, free of wild oats. Gov't. germ. test 94%. Hugh Brooke, phone 1602, Didsbury.

NOTICE

East Mutual Telephone Co. new monthly rate is \$2.50. A 50¢ discount will be given on accounts paid by 20th of each month.

IN MEMORIAM

In treasured memory of our beloved son, Murdo Campbell, who passed away February 24, 1948.

"Thy will be done" seems hard to say.
When one we loved has passed away,
Some day, perhaps, we'll understand,
When we meet again in that better land,
Always missed by Mum and Dad

CARD OF THANKS

Mr. A. L. McInnes and family wish to thank their many friends for their kind expressions of sympathy and floral tributes in their recent bereavement. Also sincere thanks to Drs. Paul, McKenzie and Asquith, the nurses and staff of the hospital.

McKinnon, Ennis & CO.

CHARTERED ACCOUNTANTS

405 LEESON-LINEHAM BLOCK
CALGARY, ALBERTA

Bus. Phone 64262

OLDS OFFICE

OPEN SATURDAYS

FOR SALE — Fortune oats, germ. 94%, cert. no. 73-3160, 80¢ per bushel, cleaned. L. Bird, Phone 2007, Carstairs.

FOR SALE — Three bedroom house, fully modern, on water line, garage, good garden and basement. Reasonably priced. Some terms to reliable purchaser. R. G. Pullerton, Didsbury, phone 49.

FOR SALE — Registered Short-horn Bull, rising 3 years old, Abe Snyder breeding. Apply Henry Sportel, phone 1903.

FOR SALE — Four heifers, 2½ years-old, to calve in March and April. These are first calves. Would make good milk cows. W. Schneidmiller, phone 403.

FOR SALE — 12-ft. wood lathe, \$50.00. Apply Radford Bros., Didsbury.

FOR SALE — Victory oats, germ. 90% gov't. test, cleaned, 80¢ per bushel. Doug Hosegood, phone 1811.

FOR SALE — farm, 1/4 section, S.E. of sec. 2, twp. 31, rge. 3, west of the 5th. Phone 911 or contact H. Levagood.

FOR SALE OR RENT — 1 building 60x20, insulated with fiber-glass. Wired. Ideal for storage. Apply B. Summers, phone 138, Didsbury.

FOR SALE — 1951 1-ton Dodge with flat deck, signal lights, anti-freeze, heater and clearance lights. Apply B. Summers, phone 138, Didsbury.

FOR SALE — Two registered Hereford bulls; 3000 bushels of feed oats. R. G. Sheehan, phone 1904, Carstairs.

FOR SALE — 600 bushels Vantage barley, registered No. 2, grown on breaking. Germ. control sample No. 73-3658 shows 97%. This seed is very clean and excellent sample. Price \$1.75 per bushel at bin. Apply Mrs. R. Nimmons, phone 1920.



FULLY OPEN AGAIN

ROGER BARRETT'S SERVICE DEPT.

Come In and Get Your Check-Up
For A Safety Sticker

W.M. "Bill" COWAN

AUSTIN

JOHN DEERE

I.H.C. COMBINATION CUTTER AND HAMMER MILL **\$149.00**

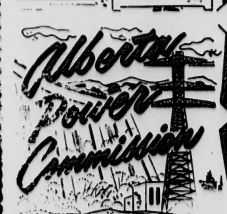
MODEL A.R. TRACTOR, 1 year old, like new, Only **\$1850.00**

1950 AUSTIN SEDAN, sound condition, new rubber and battery **\$595.00**

Farm Electrification—A Co-operative Effort!

In a fast-moving, competitive world, electricity becomes, not a convenience, but a virtual necessity. It means increased production for the farmer, as efficient machinery replaces manual labor; for the farm wife, electrical appliances are an aid to easier, cleaner housekeeping—allow more time for husband and family; for the children, proper lighting at home and school is incentive to study and development in mind and body.

Electricity, the modern farm and home servant, is brought to you by your Power Company with the co-operation of:



The Alberta Department of Agriculture which offers the following services to assist residents of rural districts in obtaining electricity:

An agricultural engineer to advise on the use of electricity on the farm. District agriculturists and district home economists who will suggest or advise on the use of electricity on the farm and in the home.

Rural electrification schools to acquaint farmers with the handling and use of electricity. In addition, provincial schools of agriculture and home economics include instruction on the uses of electricity in their curriculums. For information consult your district agriculturist or district home economist or write the Department of Agriculture.

Since 1947, some 200 Rural Electrification Associations have received charters under the Co-operative Associations Act. Through these associations, farmers unite to further their plans for rural electrification. When the association has raised 50% of the estimated line costs, the other 50% can be borrowed under the Co-operative Marketing Associations Guarantee Act. Under this act, more than \$14,000,000 worth of association lines have been built. More than \$4,000,000 of this amount was borrowed under the guarantee of the Provincial Treasurer, The Rural Electrification Revolving Fund Act, passed on April 2, 1953, enables associations to borrow from a fund of \$10,000,000, provided the association has raised 15% of the total estimated cost of the line, or at least \$150 per member. The Co-operative Activities Branch of the Department of Industries and Labor arranges these loans which are repayable within 10 years at the simple interest rate of 3½% per annum.

Your Alberta Power Commission is charged with the responsibility of seeing that the construction of power lines is done at cost; that power is delivered to farmers at cost; and that the Power Companies do their accounting for them in the proper manner. The Power Commission insists that the principles of area coverage be carried out. Lines must be designed to permit extension to farms located beyond the immediate coverage area. Then, year by year, it can be expanded until even the most remote farm home is serviced with electricity. In 1953, power was brought to 6,126 farms, to bring the total of farm homes electrified to 24,181. Construction of farm lines made it possible for 3,445 other rural consumers to obtain electricity. The Power Commission hopes to continue the spread of farm electrification to 5,000 farms per year. At this rate, some 67,000 of Alberta's 84,000 farm homes will be serviced with electrical power by 1960. Complete information upon request.

GOVERNMENT OF THE

PROVINCE OF ALBERTA

Alberta Union R.E.A.'s Active

Mr. Clyde Stauffer, President of the Alberta Union of Rural Electrification Associations has this to say about the activities of the Union.

"In 1949 when rural electrification in Alberta was very much in its infancy a number of local R.E.A.'s began to see the need of a central organization. After several months of corresponding back and forth on 1950 the present Alberta Union of Rural Electrification Associations was set up. It consists of President, Vice-President and five Directors, spaced to represent all sections of the province of Alberta.

"While many feel this central body was several years late in its organization, too late to give the farmer user any part in the wording or drawing up of consumer and master contracts, yet this union has a job to do. Alberta farmers are not all served with electricity and will not be for several years to come. This union offers you the advice of several years of experience of older R.E.A.'s and offers to assist you in many new questionable details, which are cropping up every few months from one or another R.E.A. throughout Alberta.

"This union has a very important duty to fulfill, to keep going the wheels of Rural Electrification which is one of the most important utilities ever to come to the Alberta farmer. The writer had the power turned on in May, 1949. That is the day the best hired man ever came on his farm. What does that hired man do? Every job he is asked to do, night or day, large or small, it makes no difference to him if you work him long or short hours, he is always on the job, does his work with a very steady speed and very quietly and most important of all, he is the cheapest man I have ever had. Yes, farm electrification has brought a

WHAT IS A FUSE?

The fuse in your home is a traffic policeman that "stops" electricity when something goes wrong—a safety valve. So you see, a fuse that "blows" is not a nuisance but is a protection for your electric appliances.

It is easy to tell a "blown" fuse—notice the metal link across the face under the window. This is a traffic bridge for a measured amount of current. When the circuit is overloaded or "shorted," the link melts or "blows out" and the current stops.

Most folks renew their own fuses. It's very easy and as simple as changing a lamp bulb. First turn off the main switch, remove the blown fuse and install a new one. Never use a substitute, such as a coin, nor a fuse of too high amperage—both are dangerous.

new Alberta to farmers. It is different in the house, is different in the barn, in the yard, granaries, shop, garage, henhouse, pump house, corrals, yards, in fact it's different all over the farm.

"Congratulations are due Alberta power companies, who are so accurate and efficient in constructing power lines. Thanks be to the Alberta Power Commission and the Alberta Co-op Activities branch for making funds available for you and me so we can secure and install the power. Yes, it must all be paid back, but few farmers object to paying for anything they really like. I have never yet heard any user of electricity say, 'I don't like it, take it out.'

Here is a list of the officers and directors:

OFFICERS:
Clyde Stauffer—President.
K. McLaren—Vice-President.
A. N. Hansen—Secretary.
DIVISION DIRECTORS:
M. Shields.
A. N. Hansen.
Chester Sayers.
Jack Shenfield.
Adolph Schneider.

Judges In Trouble In Essay Contest

Judges Have Difficulty In Calgary Power Essay Contest

When you read the various essays submitted to the story contest you will realize what a difficult task the judges had in picking the winners.

Not only have all the stories been well thought out, but many of them show skill and imagination. The writers have used novel and interesting ways of presenting the value of farm electrification to the rural dweller. Many have been humorous and most have shown that they made a sincere effort, not only to write a good essay, but to show how they all want a good family life on the farm with husband, wife and children enjoying a better way of life than they had before. They also show how hard both the farmer and his wife, had to work to maintain the amenities of life "before electrification."

The judges expressed the opinion that it was too hard everyone would not have the opportunity of reading all the essays. After hearing them the consensus was that our school system cannot be so just after all.

It was unfortunate that some of the stories had to be ruled out because they ran over the word limit of 500 words set forth in the contest rules. An award could not be made in such cases because it would not be fair to those who held their stories down to the limit laid down in the contest rules. The judges said "their enthusiasm for Farm Electrification just ran away with them."

Farm Use of Power Increases — Cost Decreases

Here is how the average consumption of electricity for use on the farm has increased since 1931:

Year	Average Consumption Per Farm Per Month
1931	62
1933	63
1939	95
1943	133
1952	250

Monthly consumption in 1952 was 400 per cent of the consumption in 1931.

Here is how the average cost per kilowatt hour of electricity for farm use has dropped since 1931:

Year	Cost Per Kwh.
1931	11.09¢
1933	10.65¢
1939	8.42¢
1943	6.31¢
1952	2.69¢

The average cost per kwh. for electricity used on the farm in 1952 was just one-quarter of the average price paid in 1931.



To Mrs. Farmer electrification means an ultra modern kitchen like this one.

WARNING!

Power Lines Can Be Dangerous

Most farm people are quite familiar with the telephone lines leading into their houses, and the radio aerials commonly used for radio reception. These wires under normal circumstances are quite safe to touch. HOWEVER, should any of these wires come in contact with rural power lines, or any other power line, they may become charged with a very high voltage.

If your telephone lead-in or even fence wires should suddenly start to smoke or sizzle — DON'T TOUCH IT — DO NOT LET ANYONE ELSE TOUCH IT. Leave someone to keep everyone away from it and get word to your Calgary Power serviceman as quickly as possible.

Any attempt to take hold of a sizzling or smoking wire could result in serious burns or even death.

If the building should start smoldering or burning, DO NOT THROW WATER ON IT. Water will conduct electricity right back to your hand. Use a PYRENE extinguisher or a Carbon Dioxide extinguisher.

Amperes — The measurement of electric current flowing through a conductor or circuit. It is usually given as "amp."

Any appliance lasts longer and gives better service if it is used according to the instructions given by the manufacturer. Several general rules are worth noting.

1. Place them and carry them so they won't fall.
2. Clean them periodically.
3. Never let them overheat.
4. Have convenience outlets for appliance connections. Drop cords and lighting fixtures do not carry enough electricity for most appliances.
5. Do not kink cords. Keep oil

and grease off them.

6. Disconnect most appliances immediately after use. Disconnect them at the outlet end of the cord.

7. Pull the plug — not the cord — when disconnecting the appliance.

8. Check at regular intervals for loose connections.

9. Follow the printed directions supplied by the manufacturer.

Watt — The unit of measurement of power. 1 volt x 1 amp equals 1 watt.

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We salute the Alberta utilities for their extensive and progressive rural electrification program in which it has been our privilege to participate.

Butt and pressure treated poles available

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The History Of Farm Electrification In Alberta

It is impossible to say accurately just when farm electrification started in Alberta, but we know it was first provided by small individual lighting plants. While there have been a number of makes on the market, we believe the early pioneering was done with Delco light plants. Over 30 years ago, salesmen hauled Delco and other lighting plants all over Alberta in their cars to make demonstrations at farms and cross-road stores.

There is still a definite place in farm electrification for individual isolated plants today. Many farms in Alberta are so situated that it is virtually impossible, or at least not economically feasible, for bringing central station service to them.

Here consideration must be given not only to the cost of the plant, but also to the high maintenance costs and depreciation charges. This would make the rate for power so expensive that most farmers could not afford to use the service.

Small lighting plants, supplemented wherever possible with windchargers, will provide economic service for lighting and the operation of household appliances. Many of them are still being installed every year.

Until about 25 years ago most cities, towns and villages where electric service was available received their service from local plants. There were relatively few transmission lines and consequently any farmer wishing electric service had either to build a line himself from a city, town or village, if he lived near one, or obtain his service by means of his own generating plant.

In many of the towns and villages service was provided only on a part-time basis. The majority of them were also during the evening hours from dusk until 11 or 12 o'clock at night. In some of the towns service was also provided on Monday mornings for washing and Tuesday afternoon for ironing.

However, it was some kind of service and very much appreciated, though only relatively few people had electric washing machines or electric irons.

Without vision there can be no progress. Power Company engineers had a vision of providing central station electric service for as much of Alberta as possible. Their vision included the possibility of farm electrification.

In 1926 Calgary Power started to branch out to rural Alberta from Calgary, where it supplied a good part of the city's electric needs from plants on the Bow River. The first of such lines was constructed from Calgary to High River. In 1927 this line was extended towards Lethbridge and between then and 1931, lines were constructed which covered Alberta from Milk River in the south to Westlock in the north, with lateral lines east to Macklin, Saskatchewan. Wainwright, Bassano, Taber, west to Pincher Creek and later to Rocky Mountain House and Nordberg. Note the construction of a high-voltage line between Calgary and Medicine Hat was completed in 1935. This line joined the last city in the province to the network which inter-connects all other cities.

With transmission lines spread almost completely over the more thickly populated areas of Alberta, it was thought that farm electrification would develop quite rapidly. With this thought in mind, Calgary Power constructed the first comprehensive farm electrification area in the province. This was in the vicinity of the Vulcan, Ensign and Brant area. The experiment proved to be a failure. At least, the enthusiasm of the farmers supplied was much less than was expected.

There have been many theories advanced as to why rural electrification did not develop along with, and at the same time as the original transmission lines construction. One theory was that the costs were too high, but that is not true. Many plans to encourage farm electrification were tried and individual farmers were offered service at a very low construction cost but only a few accepted the offer. It is now generally felt that farmers were not ready to accept the benefit of electric service because they did not realize how electric service could increase farm production. Consumer demand, like public opinion, must lead the way.

Over the next ten years many promotional schemes were tried to encourage farmers to take service and some did, but the majority were not electrically minded and could not be persuaded. Before the war, although Calgary Power had approximately 2,500 miles of transmission line in operation, less than 400 farmers had been persuaded to take service. The same condition extended all over Canada and especially in Manitoba and Saskatchewan.

In the latter period of the war a great emphasis was laid on peak production of agricultural products. Because of the shortage of manpower for farm help, the many tasks which could be done by electrical motors and appliances became more and more apparent to an increasing number of farmers, who wished to obtain the labor-saving advantages of electric service.

In all plans for reconstruction programs after the war, farm electrification had high priority on every list. Power companies realized this and made plans to be put into effect as soon as materials and manpower were available, but there were many problems to be faced.

In approaching the problem of farm electrification in Alberta on a wide scale, it immediately be-

came apparent that some fact-finding investigations would have to be carried out. To do this, power companies sent representatives to the United States to observe at first hand the work being carried out there by Rural Electrification Co-operative Associations. Plans and developments in other parts of Canada were also studied. From these observations and the facts revealed in various reports, it was decided a survey would have to be made to determine the extent of farm electrification which could be carried out in Alberta and that might be considered economically feasible.

In 1943, Andrew Stewart, now president of the University of Alberta, was engaged by the provincial government to make a report to the Research Council of Alberta on the possibilities of rural electrification in this province. He made a very comprehensive study of this subject with the help of

various departments of the government, members of the engineering staffs of the power companies and others.

In conjunction with this study, it was decided by the power companies that experimental rural electrification areas should be developed in order to obtain first-hand information on what results might be obtained under conditions as they existed in Alberta. The decision to develop experimental areas was a wise one, and much necessary information was obtained. Such things as the possible scope of a long-term program, and the cost thereof, was tentatively determined. The probable number of farmers per mile of line (from the sample areas was more or less ascertained. The most economical type of line, the voltage, and design of other equipment was decided upon.

In the first instance a low customer contribution was collected from the farmers in the experimental areas, and the power companies retained ownership of all the lines, including the farmers' tap lines. This was done with a low first charge to the farmers in order that as large a number of farmers as possible, in the areas covered, could be induced to take

the service. In adopting this method a fair over-all picture could be obtained.

After the experimental areas were completed and a study made, it appeared that the most feasible and economically sound way to carry out rural electrification in Alberta was on a co-operative basis. Under this method, farmer-owned Rural Electrification Co-operative Associations finance and own all the lines including the farmers' tap lines, and the step-down substations at the point of connection with the main transmission lines owned by the power companies, which radiate over the province from the power plants.

The soundness of the decision to adopt this method has now been conclusively proven. Today more than 300 Rural Electrification Co-operative Associations are incorporated with more being formed constantly. By the end of February more than 25,000 farmers and their families will be enjoying the benefits of electricity on the farm.

This is co-operation at its best. First of all, most of the credit should go to farmers themselves, to the government of Alberta which backs the loans of the associations and gives assistance in the forming of co-operatives, and

to the power companies which do the engineering, make the power available, and undertake the job of construction and operation of the systems for the co-operative associations.

Farm electrification represents one of the largest and most effective jobs of co-operative effort ever carried out in the province. Considering the fact that only a handful of farmers had rural electrification in 1940, the advancement which has been made in less than ten years is truly outstanding, an accomplishment which all those — the farmers, the government, the power companies and the suppliers of the necessary material — who had a part in this work, can be justly proud.

Farmers in the co-operatives gave their wholehearted support to the projects. This tends to reduce the cost, something which could not be achieved if the projects were carried out either by the power companies alone, or by the government alone.

Service Entrance — Usually a built-in wall box in which are one or more circuit breakers or fuses are enclosed. The branch circuits of the house are connected here.



MR. CLYDE STAUFFER
President of the Alberta Union of Rural Electrification Association.

Kilowatt-hour — One kwh is a kilowatt of electricity put to work for one hour. Farmers in Alberta pay 2 cents for one kwh.



Alberta Farm Electrification

Yesterday
and TODAY

How It Has Expanded In the Past Few Years

For every Alberta farm electrified at the beginning of 1947 there are twenty electrified today. From the nine small areas served at that time, Alberta Farm Electrification has expanded until today it reaches from the International Boundary to a hundred miles north of Edmonton, and from the Saskatchewan border to the timber fringes west of Rocky Mountain House. In addition, several areas in the Peace River District are also electrified.

The two maps on the right give you a graphic comparison. As indicated, many of the gaps are being rapidly filled in.

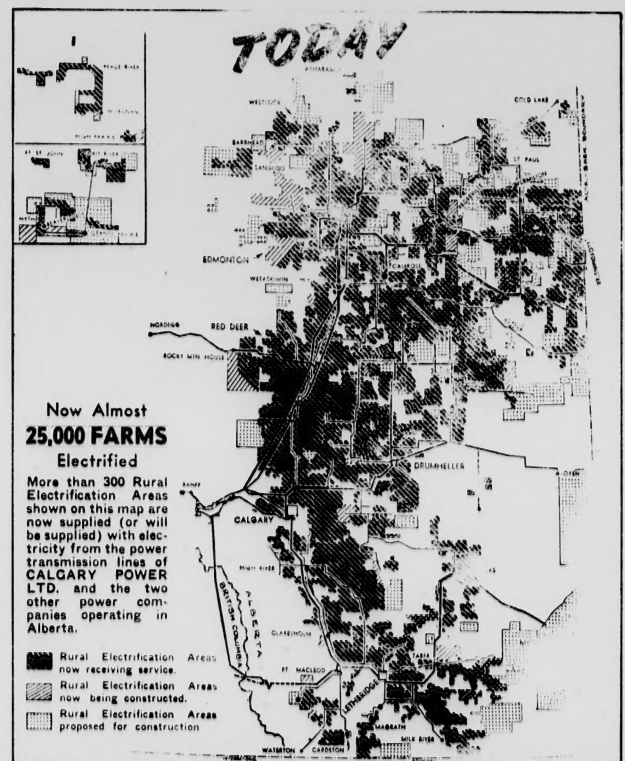
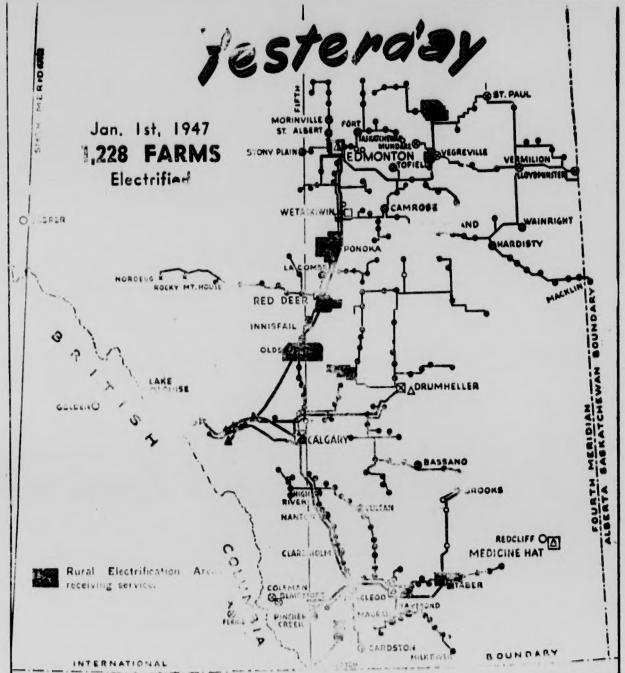
To achieve the present expansion in Farm Electrification great quantities of materials have been required. Included are the following:

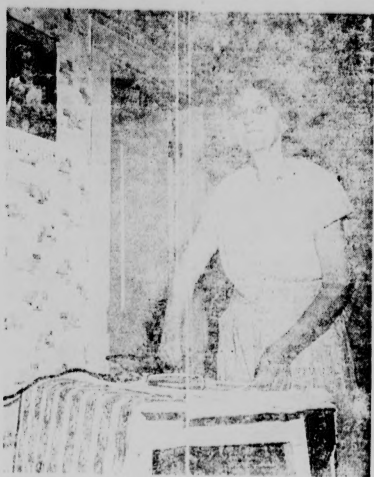
Poles	300,000
Wire	60,000 miles
Transformers	24,100
Meters	24,376

And countless thousands of other items.



Helping to Build a Better Alberta





By the smile of this farm home, Farm Electrification has brought an end to sad-iron drudgery.

Second Prize Story In Calgary Power

Submitted by
Mrs. R. A. McRoberts, Irma, Alta.
WHAT ELECTRICITY ON THE FARM MEANS TO OUR FAMILY'S WAY OF LIFE

This summer a dream came true for our community just as it has for so many rural people all over Alberta within the past few years. Our farm became electrified. In a few short months the survey was made, poles erected, lines strung, which enabled Calgary Power to bring into our homes that wonderful "juice" which means economy, safety, cleanliness, comfort and convenience in all phases of farm life.

At first it was a lovely novelty just to have lights. What a pleasure it was to put away those dirty, dangerous old lamps! Now even the children can light their own way safely upstairs, and the joy of having a light in the basement and outside in the yard and buildings, can only be appreciated by those for whom these areas were always in darkness after nightfall, unless lit by some smoky old lantern or finicky flashlight.

Gradually we are all adding to our electrical equipment. Some are buying pump engines, irons and toasters, and for a time the vacuum cleaner salesman held a field day in our territory. Most of us had our washing machines converted immediately. How lovely it is to plug in a motor which purrs contentedly alone instead of having to kick that old brute, the gas engine, into its sluggish life, only to have it cough and splutter its way through the wash and then die unfaithfully whenever the men go off the place!

The power will greatly increase our comfort all year around. With a block heater the car should start all winter and not need to be pulled with a team or pushed down some convenient hill. We can use electric heaters and blankets and baby bottle warmers. Next summer, refrigerators, fans and hot plates will add immeasurably to the comfort of busy days of cooking and canning.

Outside, Reddy Kilowatt is an obedient and speedy servant to help with chores and work all over the farm.

Many of us cannot immediately

hazards.

The growth of rural electrification brought with it many problems in connection with electrical installations on farms. In recognition of this, rural wiring regulations were adopted, at the beginning of the rural electrification expansion program. These regulations outline in detail the requirements which must be met by electrical work in such locations, taking into account the varying conditions which occur in farm buildings at different seasons of the year, the exceptional susceptibility of livestock to electric shock, conversion of low voltage installations for connection to utility systems, etc. The regulations are revised as new problems arise, the latest edition having been published only a few months ago, so that electrical equipment installed according to them will present the minimum risk of fire and shock.

install the larger appliances such as electric stoves and freezers, but dreams cannot all come true at once! Nor have we been able to find the electric chair which our young hopeful wanted to buy for

Daddy. (Makers of good quality electric chairs, please note.) Calgary Power helped old Santa this year, too. Most of us wish we had a dollar for every clock, lamp and mixer given to the ladies this

Christmas; yet the biggest thrill did not come from any of the lovely new electrical equipment. Best to see were the little delighted faces looking at the shining lights on the Christmas tree.



Where's Mother?

An empty kitchen prompts the question, "Where's Mother?"

It was not so many years ago that you could usually find her in the kitchen where she spent so much time cooking meals and doing family chores. Today, Mother may be doing other things around the home—or just relaxing. And whatever she is doing you can be sure it has her undivided attention—now that she's got an electric kitchen!

Meals for the family are cooked to perfection in an electric range that can be set to have dinner ready at whatever time she desires. She never worries about food spoilage because her self-defrosting electric refrigerator keeps all foods garden-fresh. Housecleaning and laundry are easily and quickly done with modern vacuum cleaner and automatic laundry equipment and, of course, television and radio have made the home a bright centre of entertainment and relaxation.

Northern Electric's contribution to better living includes supplying wire and cable and other items necessary to carry electricity from its source to your home. In addition, Northern Electric also distributes such time and work saving devices as Gurney Electric Ranges, Leonard Refrigerators, "Jet 99" Vacuum Cleaners and Gainaday Home Laundry Equipment, as well as radio and television receivers.

Northern Electric really helps you LIVE BETTER.

Northern Electric
COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE



Rural Inspection

The tremendous increase in rural electrification has resulted in a proportionately greater demand for Government Inspection Services, which are provided by the Electrical Branch of the Department of Industries and Labour.

All electrical work in the Province must be covered by a permit obtained from the above Branch.

and it is by this means that a record is maintained of such work. The ideal, as far as inspections are concerned, would be to have each installation inspected, and any necessary corrections made, before the connection of the installations to the power lines. This has been found to be a physical impossibility in rural areas but all installations will eventually be inspected and, where necessary, recommendations made to ensure that they are reasonably free from fire or shock

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We are privileged to serve them both
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Treated Power and Telephone Poles



CONGRATULATIONS to Alberta and to those who have been responsible for getting the job of Farm Electrification so well on its way. The Farmers, the Government of Alberta, the Power Companies and the Suppliers of Electrical Material and Equipment.

Reddy Kilowatt
Your Electric Servant



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Published Every Wednesday at Didsbury, Alberta

Entered as Second Class Matter, Post Office Department, Ottawa
Member of the Canadian Weekly Newspapers Ass'n.
and of the Alberta Division of the C.W.N.A.

Subscription: In Canada, \$2.50 a year; In U.S., \$3.50

JAMES CURRIE, Editor and Publisher

Through The Study Window

By REV. C. C. ARMSTRONG

A riddle that has been asked in our house goes like this: "What is no good unless it is broken?" The correct answer, I have been told, is "An egg." As a person of varied experience with life and eggs, I think that the same answer goes for a similar riddle: "What ought not to be broken unless it is good?"

A habit is very much like an egg. It may start out life completely innocent and unspoiled, only to end up in the ranks of the veterans of the odd brigade, as we have been told in the words of a delightful song, which tells us an egg is never quite new laid.

One of the reasons I believe in total abstinence from alcohol is the uncertainty of the result of the habit of drinking. There are those who tinkle on occasion, who break the "egg" and claim that the results are good. But the size of the "egg" would make the world's largest ostrich hide its head in shame at his puny effort. The ostrich, by the way, while it lays a very large egg, has no great reputation for sense.

What is the consumption of alcohol, in good round, or should one say, oval figures. The new-laid group, the good eggs who drank in 1926, consumed 2,760,000 gallons of wine (17 per cent alcohol); 67,266,000 gallons of beer (4 per cent alcohol); and hard stuff, 3,468,000 gallons (over 45 per cent alk).

Those good eggs, some fourteen years older, in 1932 drank 5,163,719 gallons of wine, 138,748,995 gallons of beer and 7,614,185 gallons of distilled spirits. A bad egg, of that size, is very bad.

All of this confirms one in the impression that the habit of "moderation" is very difficult to maintain. It is far too elastic a standard. It has resulted in the creation of an army of 250,000 alcoholics in Canada. That many people equals the combined population of Charlottetown, Fredericton, Moncton, Amherst, Truro, Yarmouth, Joliette, Sorel, St. Jerome, Belleville, Brockville, Simcoe, Woodstock, Noranda, Kenora, North Battleford, Swift Current, Weyburn, Yorkton, Medicine Hat, Chulivack, Trail, Kamloops and Nanaimo.

If tomorrow morning you were to read that every single inhabitant of every one of these cities and towns across the land was stricken with a calamitous disease the tidings would strike Canada with horror and indeed shock the whole world. Yet the total would not equal the number of alcoholics already in Canada.

When one breaks the habit of total abstinence the way is open for tragic unhappiness that includes, as only the partial cost, murder, manslaughter and rape, either separate or combined.

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SELECT FROM THIS PARTIAL LIST
A Day at Circus
Carnival Characters
Antarctic Cruise
Arctic Lights
Paris Town
Carnival
Animals
Hill Palace Christmas
Cathedral Story
Grand Canyon
New York City
Paris, France
Paris, France
Paris, France
Niagara Falls
Cathedral Story

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DIDSBURY

Third Prize Story In Power Contest

Submitted by
Deanne Kimmelman,
Bashaw, Alta.

THE ADVANTAGES OF ELECTRIC POWER TO OUR TOWN

Watt's Watt With Electricity

Electricity! Truly a magical word to young and old alike. Have you ever stopped to think what it means to us, in our towns and villages? Perhaps its full significance can only be felt by those who have not always had its use. Yes, there was a time when our towns had no electricity, but due to the ingenuity and foresight of men such as Franklin, Edison and Faraday, that time has gone and we are reaping the benefits.

This is truly a push button age. At the flick of a switch the local ditcher starts his refrigerator, the feed mill operator puts his grind-ers into action, the wheels of the

many stokers heating our homes and business establishments begin to turn, the movie cameras at our theatres begin to roll, and in times of danger the fire alarm begins sounding. Who is the invisible helper on the other side of the switch? Why, Electricity!

A blessing done up in switches and plugs is electricity to the housewife. As she plugs in a toaster here, turns on a radio there, connects her iron, starts her mixer, and sets the dial on her electric range, she never longs for the good old days. They were without power.

Not only a beacon to guide a weary traveler, but also a beacon to brighten our daily lives is electric lighting. Can you imagine a normal day in an average Canadian town without it? A shopkeeper would not relish the thought of lighting his premises with candles as would gas lamps in our schools be understandably cumbersome. Our streets would be dark and neon lights would no longer flash. Furthermore, how would we light up our Christmas trees?

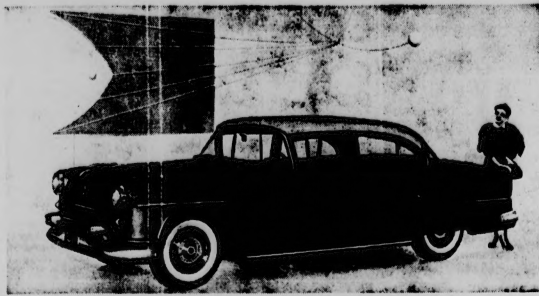
Heat! But another product of electricity. Electric powered furnaces supply warmth to our houses, and stores; electric stoves provide us with a clean, economical means of cooking; while small, portable electric heaters act as everything from foot warmers to hair driers. Electric elements bring water from our taps gleaming hot, a luxury unobtainable.

Yes, we have come a long way in the past fifty years, but how much credit is due electricity? No longer does Mother sweat over a hot coals, while Father carries coal and empties ashes seemingly constantly. No Junior does not do his homework under the flick-

ering light of a coal oil lamp, and a baby's bath water is not heated atop the stove in a boiler. We have garden fresh fruits and vegetables the year round since we have cold storage lockers cooled by electricity, and skating is now done under bright bulbs. Yes, a maze of wires,

coming from a row of poles marching out as far as the eye can see, has brought a miracle to our towns with advantages never before dreamed of. As Reddy Kilowatt would say: "The advantages electric service brings to our town are invaluable. That's watt's watt!"

Outlet — The point in a wiring system where electricity is taken from the circuit to supply lighting, heating or power for appliances or equipment. Where extension cords and plugs are used it may be known as a convenience outlet



1934 OLDSMOBILE SUPER "88" FOUR-DOOR SEDAN

Road-hugging beauty and a smooth ride are characteristic of this latest of Oldsmobiles, the 1934 model, with road height of 60.5 inches as exemplified in this Super "88" four-door sedan. The custom-styled panoramic windshield greatly increases forward vision and helps accent the low contour hood and rear deck. The wraparound windshield gracefully merges with the new keystone-shaped wind vent. The cow-side ventilator with stainless steel intake grille improves the heating and fresh air ventilation system, which is incorporated in a compact unit at the rear of the engine compartment. Interior appointments are luxurious, with three upholstery color choices in two types of nylon cloth. Powering the Super "88" is a more powerful 185 h.p. "Rocket" engine with 8.25 to 1 compression ratio. Safety power steering, power brakes, Hydra-Matic Drive, Autronic Eye, two-tone paint, rear wheel fender panels and white wall tires are optional extras.

ON DISPLAY TODAY

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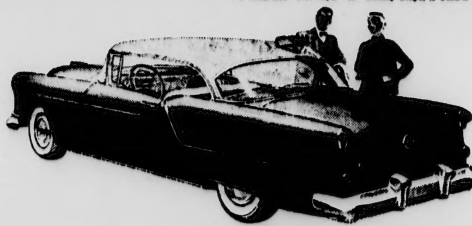
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Car illustrated: 1934 Super "88" Model. Complete, a General Motors Product.



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ELECTRIC WIRING
OUR SPECIALTY
★ ★ ★
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ELECTRIC

First Prize Story
In Power Contest

Submitted by
Mrs. Harold Alimberg, Czar, Alta.
WHAT ELECTRICITY ON THE
FARM MEANS TO OUR
FAMILY'S WAY OF LIFE

Brightness is the theme of our
life since our father's E.A. line
came through last June connecting
us to Calgary Power. Perhaps my
husband and I appreciate it espe-
cially since we worked for a year in
organizing our association, getting
contracts signed and accomplishing
the hardest part — the financing.
We feel the power line is partly
"our baby." The result of our
effort is deeper appreciation.

When finally the power was
turned on, we felt that we were
truly emerging from the dark-
ness; from the dimness of oil lamps
we entered a bright world where
our dreams might become reality.
We can inspect all the modern ap-
pliances and plan toward those we
want most. Because the original
cost of getting the power is a size-
able investment, we feel that only
by using power in all possible
ways, will we realize the full
value of our investment.

By having a competent job of
wiring done, we are now free of
many former fire hazards —
lamps, lanterns, tank heaters, etc.
On these frosty mornings, my hus-
band finds it pleasant to have his
car or truck start instantly, warm-
ed by block heaters. Two of our
boys are members of the 4-H Beef
Club; warmed water in the stock
tank and electric lights in the barn
are helpful to them in successful
care of their feeder calves. Baby
pigs in mid winter have a better
chance of survival. With a heat
lamp keeping them cosy, instead
of snuggling beside a sow which
might smother them.

Electrical appliances in the
home spell the difference between
carefree housekeeping and drudg-
ery. What a pleasure to be free
of the noisy balky engine on the
washing machine! Our freezer in
the basement is wonderful in

Lacombe Bull Sale,
April 7th and 8th

At a director's meeting of the
Central Alberta Cattle Breeders
Association held February 22, it
was decided to hold the showing
of bulls for the forthcoming La-
combe Herford Bull Sale on the
afternoon of April 7th, commencing
at 2 p.m. and to hold the sale
on April 8th, commencing at 9 a.m.

Altogether there are 145 bulls en-
tered by 62 contributors.

The auctioneers will be C. F. and
N. T. Darron of Bentley; Archie
Boyce, Olds, and Harry Hays, Cal-
gary.

keeping various fresh meats avail-
able. Vitamin-rich fruits and
vegetables frozen last summer are
much finer flavored than canned
ones we had before. The vacuum
cleaner is my special pet; used
every day, it keeps our home
cleaner than was ever possible be-
fore. It also does a fine job of
spraying wax on the floors. My
steam iron does that part of the
laundry in half the former time.

A portable heater is a comfort
whether used to heat the bathroom
or to dry drafts while dressing the
baby. Recently, I had a heavy
cough cold that I feared might put
me in hospital, but after a few
hours on the heating pad, my chest
was clear. Our neighbor borrowed
it later and was also speedily
cured.

There is a great deal of satisfac-
tion in seeing electrical appliances
do heavy manual labor easily and
inexpensively. The time saved,
we spend in cultural pursuits, with
the family or in social work; every
community organization is crying
for helpers.

This country was built on the
dreams of our pioneer fathers; for
the future, we have vivid dreams
of the endless possibilities that
rural electrification can bring to us.

DIDSBURY OPERA THEATRE

Week-Day Shows at 8:00 p.m.
Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.:
FEB. 25, 26, 27:

MON., TUES., WED.:
MARCH 1, 2, 3:

NEVER-DEEN-KISSED...
UNTIL 1500 MARINES
LAND!
THE GIRLS of
PLEASURE
ISLAND
starring
Technicolor

WHAT EVERY
YOUNG GIRL
WOULD KNOW

LEO GINN - DON THORP
and GENE BARRY - BILL LAMBERT
and GENE BARRY - BILL LAMBERT
and GENE BARRY - BILL LAMBERT

THE
PICTURE
THAT'S
HEADED
FOR
THE
"10
BEST"
LIST
OF
1953!

M-G-M presents
the boldest drama of the year!
LANA TURNER - DOUGLAS KIRK
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THE BARON & THE BEASTIE
BARRY SULLIVAN
GLORIA GRAHAM
GILBERT ROLAND

LEO G. CARROLL VANESSA BROWN
Screen Play by CHARLES SCHNEZ
Based on a story by George Bricker
Directed by VINCENTE MINNELLI
Produced by JOHN HOUSEMAN - ALICE M. POLLOCK

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range ever offered
in
MERCURY
TRUCKS
now... 7 great
V-8 engines
from 106 Hp. to 170 Hp.



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TO SUIT YOUR NEEDS!

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engines ever built into Mercury Trucks.
All are specially designed for long-lasting
truck service by Ford of Canada.
The expanded range includes four
completely new Overhead-Valve V-8's.
Modern "short stroke" design prolongs
engine life—cuts friction loss. As a result,
Mercury engines develop as much as 23%
more useable power. Here's outstanding
economy, too, for Mercury V-8's have less
cubic inch displacement than other engines,
thereby giving greater gas economy.
For you, this means top operating
economy, less maintenance, better flexi-
bility and power-response with an engine
that's built to master your hauling jobs.

MERCURY OFFERS OVER 125 MODELS in 10
great series—18 wheelbases—models from
4,000 to 40,000 lbs. G.V.W.—safer, more
comfortable "Driver-engineered" cabs. What-
ever you haul, there's a Mercury Truck built
for your business!
See your Mercury Dealer. He's ready to show
you how you can make a good deal on a new
Mercury Truck if you act now.

MOVE IT WITH
MERCURY TRUCKS
FOR LESS

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stalled to factory standards,
and fully guaranteed.

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DANGER Signals of Cancer

Anyone that does not feel
a lump or thickening in
the breast or elsewhere,
continuous bleeding or dis-
charge,
change in size or shape,
change in normal
color, or
change in texture,
can be your
safety signals

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SOCIETY**
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**KEEP
YOUR
RED
CROSS
Ready!**



For as long as there is human
suffering then there is need of
the Red Cross. You know the
need, and how great it is. Please
help generously—the work of
mercy never ends.

\$5,422,850
is needed this year

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and Telephone Number

Story Contest Prize Winners



1st Prize - \$50.00
Mrs. Harold Almborg, Czar, Alta.
2nd Prize - \$25.00
Mrs. R. A. McRoberts, Irma, Alta.
3rd Prize - \$15.00
Deanne Kimmelman, Bashaw, Alta.
Special Award - \$15.00
Mrs. Mel Richards, Olds, Alta.
Special Award - \$15.00
Mrs. M. I. Laing
Rocky Mountain House, Alta.

We would like to thank all who sent
in essays for the Story Contest. On
the whole they were very good and
we wish everyone could have the
opportunity of reading them.



CALGARY POWER LTD.
HELPING TO BUILD A BETTER ALBERTA

Specialty Award In Calgary Power

Submitted by Mrs. Mel Richards,
Olds, Alta.

WHAT ELECTRICITY ON THE FARM MEANS TO OUR FAMILY'S WAY OF LIFE

Little did I think two years ago
when we first used Calgary Power in
our home, that it would ever
mean more to me than an excep-
tionally convenient facility to
have.

To the average housewife it
proves to be a time-saver, in the
form of mixmasters, washing
machines, irons, etc. It reduces
the food bill through the use of
refrigerators and deep freezers and
likewise brings about more effi-
ciency in the home through the use
of vacuum cleaners, water systems
and other numerous appliances—
but to me, having been stricken
with polio a year and one-half ago,
it means truly everything!

We haven't all the facilities and
appliances that some homes enjoy
but those we have help me enough
that I can at least be in my own
home and manage things well
enough to not require hired help
continuously. Even the very lights
themselves help tremendously as
when I'm occasionally home by
myself, I would hesitate to rely on
my weak arm to fill light and
hang gas lamps. From my wheel-
chair, which I find necessary to
use when doing my housework, I
can do a reasonable good job of
vacuuming the floors, whereas
with the broom or dust mop the
corners and areas under furniture
had to go undone. I found it ex-
tremely difficult to use either a
spoon or egg beater for beating
when baking, but now I enjoy the
convenience of a mixmaster, con-
sequently no excuse can be made
to dear husband when the cup-
board shows no sign of fresh
baking!

Now, just a word for what Cal-
gary Power does to help my hus-
band outside — it brings about
greater gains and profits from the
livestock and poultry. Heat lamps
give the tiny pigs and calves an
extra supply of warmth when first
born. During the winter months,
poultry water warmers and time
clocks in the chicken house help
to boost egg production.

May I add too, that during my
stay in the hospital, electricity
proved a tremendous help to my
husband. When he had to come
in the house after chores were
done and prepare a meal, I do be-
lieve our hot plate and electric
kettle worked overtime!

Is there any wonder then that
my husband and I and our family
of three enjoy and appreciate the
convenience of Calgary Power to
the fullest extent?



**FOX
HATCHED
PULLETS
PAY!**
ALL BREEDS AVAILABLE
AT FAIR PRICES.
PHONE FOX FIRST
or
Write for Five-Color
Catalogue — Free Chicks on
Advance Orders!

THE FOX HATCHERY
1332-9th AVE. E. CALGARY

Rural Electrification Revolving Fund

April 2, 1953, marked a new era
in the development of Rural Elec-
trification in Alberta. Your Al-
berta Government, prior to that
date, had provided financial as-
sistance through the Co-Operative
Marketing Associations Guarantee
Act, in the building of co-opera-
tively owned rural electrification
lines.

At that time, the total invest-
ment in association lines was es-
timated at \$14,000,000.00. Of this
amount, \$6,002,160.00 had been
borrowed under the guarantee of
the provincial Treasurer to electri-
fy 14,078 farms.

In 1952, Premier E. C. Manning
considered that as more outlying
areas were being considered for
farm electrification, more financial
assistance would be necessary. To
further this end, the Rural Elec-
trification Revolving Fund Act was
proposed to work in conjunction
with the Guarantee Act.

Under the Revolving Fund Act,
a revolving fund of \$10,000,000.00
was set up, which would be avail-
able for the use of rural electri-
fication associations when building
power lines. The money is to be
borrowed from the Fund through the
Co-Operative Activities Branch
of the Department of Industries
and Labour.

Interest is set at 3½% per an-
num on the unpaid principal, and
provision is made for advance pay-
ment, and consequent reduction
of interest if the member so desires.

To integrate the rural electri-
fication development in the Pro-
vince, the Alberta Power Commis-
sion reviews each application, and
if the project is considered in the
best interests of the district, a
Certificate of Approval is granted.

This Certificate is the necessary
authority for the Supervisor of
Co-Operative Activities to forward
to the Association a loan agree-
ment blank, which when signed
and sealed, and returned with the
appropriate number of lien
notes, the money may be borrow-
ed from the fund.

The Association need raise only
15% of the estimated cost of the
project and the individual mem-
ber may contribute as little as
\$150.00 cash to finance his share
of the project.

The largest single advance from
the Fund to date has been \$298,
800.00 to allow 384 farms in the
Strawberry Rural Electrification

Association to be served with
power.

Financing under this planned
development of Rural Electrifi-
cation in 1953 exceeded all esti-
mates. Lines estimated to cost
\$5,778,000.00 to serve 5,157 farms
were under construction, with fin-
ancing arranged under The Revolv-
ing Fund Act, from June 1 to
December 31, 1953.

Loans granted or arranged for
had amounted to \$4,211,569.00 in
that short space of time.

In addition, during the same

period, another 1,000 farms had
been electrified under The Guar-
antee Act, so that we in the Al-
berta Government, feel justly
proud of the developments which
are taking place in the rural areas
of Alberta.

Norman A. Willmore,
Minister of
Industries and Labour

Volt — The unit of measurement
of the electrical pressure which
causes current to flow through a
conductor or circuit.

Service Switch — This is usually
a knife-type switch, mounted in
the electrical sense between the
service entrance and the yard pole
to make and break the circuit be-
tween the distribution system and
the house wiring system.

Most house wiring is designed
for 115 volts and will safely carry
15 amperes of current. Never
overload any one such circuit
with more than 1725 watts total
... you'll know if you do, because
your fuse will burn out.
When replacing a fuse never use
a substitute ... use only the right
size fuse. Keep a good supply of
the right size fuses on hand.

POLES* To girdle the Earth for Alberta's Farm Services



* During 1953 this
firm alone provided
Calgary Power
Ltd. and Farm
Electric Services
Ltd. with over
30,000 poles.

Farm electrification in Alberta is expanding so rapidly
that the poles required since 1946, if spaced only 550
feet apart, would girdle the earth at the equator.

B. J. CARNEY & COMPANY
Western Red Cedar Poles

SPOKANE, WASHINGTON

ENDERBY, B.C.

DEPENDABLY SERVING FARM ELECTRIC SERVICES!



PACKARD TRANSFORMERS

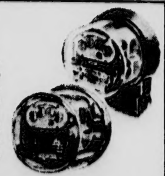
When electrical power leaves the Ghost Plant,
the Spray or any other plant serving the Farm
Electric Services, the voltage is much too high for
practical use. It would cause serious damage to your
farm and home electrical equipment. Through
Packard transformers this high voltage is stepped-
down to a workable value and adapted to the needs
of your particular farm.

Through Packard transformers the huge dams,
the giant generators, the miles of transmission lines
of the province-wide Calgary Power — Farm Electric
Service system, are harnessed to meet your individual
electrical requirements efficiently and economically.

PACKARD WATT-HOUR METERS

Accurately measuring the electri-
city you use is important to
both you and your Farm Elec-
tric Association. We are proud
that Packard Meters fulfill all
requirements for this job and
are used by Farm Electric
Service in thousands of homes
throughout Alberta.

Built For Accuracy and Long Life!



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for

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SINCE 1894

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ALBERTA REPRESENTATIVE: GEORGE ELLIS LTD.
332 - 7th Ave. W., CALGARY 10561 - 105th St., EDMONTON

Stronger Than A Horse . . .

Did you know that a kilowatt of power used for an hour (a kWh) is the equivalent of 1.34 h.p.? In other words, a kilowatt-hour is even more powerful than a horse-power.

To put it another way, one kilowatt-hour is equal to 24 average man-hours of labor.

Despite his unimpressive manner, Reddy Kilowatt is so very strong that he can handle the most rugged farm chores or do the heaviest industrial jobs.

Reddy Kilowatt's "wages" are so low that the power companies claim with justification that this wage for services are still the best bargain in the family budget.

The possibility that it could be more economical to develop some other hydro site than on the Bow, or to utilize coal or gas for steam plants is being carefully considered.

Horsepower — One h.p. equals 746 kilowatt (roughly three-quarters of a kilowatt) or 746 watts.

What Of The Future?

The co-operative method of farm electrification now being carried out in Alberta is the best and most popular system. In this plan the farmers who are concerned make the decisions themselves. They decide whether or not electric service is economically beneficial to them, in a free choice. Also, the farmers in co-operation with each other, and in co-operation with those who carry out the actual construction work, can, and do, assist materially in keeping construction cost of a minimum.

The farmers are proud of their efforts and have a great feeling of accomplishment when a project is completed and the lights are turned on. They know that the people of the province will have to pay for rural electrification in the long run, either directly or indirectly. Those who through their own initiative have achieved this goal are very jealous of their position and would not stand for an

increase of rate to subsidize projects which are too costly by virtue of the fact that the service was being extended to too sparsely settled areas.

Service to the farmers supplied by Calgary Power and other power companies is supplied at cost. The farmer does not pay any of the first cost of the transmission line from whence the service to his area originates, but because he does pay for the actual rural lines, he enjoys a low energy rate for the power he uses.

Calgary Power's program calls for the extending of service to 3,000 farms per year over the next several years. Canadian Utilities and Northern Utilities also have projects on something about the same rate per mile of transmission line. With the trained manpower, equipment and supplies available, this is just about the maximum number of farms which could be connected each year by any agency. The saturation point is far in the future and plans are laid well ahead to keep pace with the program.

During last year Calgary Power and Farm Electric Services purchased 56,851 poles. This represents 379 carloads. It also represents almost every pole which could be purchased from all suppliers during the year. With the farm electrification, transmission lines, and distribution system expansion program now going on all across Canada and in the United States, the suppliers of poles and many other items of materials are going all out to keep up with the demand.

Rural electrification to new areas is going ahead on schedule. As time goes on more transmission lines will be built by the power companies in new locations and many of these are now in the planning stage. This will advance farm electrification because it will enable the construction of a rural station service close to areas where supplying service to such areas now, because of their remoteness from present transmission lines, would be very costly.

There is another partner in the Farm Electrification Co-operative Association plan whom we haven't mentioned. It is the farmer's wife. She has been one of the most effective forces in the successful progress which has been made. Not only has she been enthusiastic in supporting the forming of the associations but in many cases she has provided the good meals for the construction crews at reasonable cost. Mrs. Farmer gets her reward when the power is turned on. She then has the opportunity of obtaining all the electrical household appliances to take much of the drudgery out of household tasks.

It is gratifying to note that recognition is given in the farm sale market, to the investment made by farmers in getting farm electrification. Under the "Farms for Sale" heading in the newspapers it is noticeable that farms with electrification command a much higher price than those without electrification. The difference in price is more than double the amount of money the farmers have invested in line construction costs and building wiring costs to get the power.

Farmers through Rural Electrification Co-operative Associations are accomplishing a job in a successful way which could not be accomplished as well or at as reasonable cost by any other agency, and doing it themselves without calling on the taxpayers for help.

Electricity Is Safe —

If you use common sense.

Common Sense Rules:

1. Employ a competent electrician to wire your home and farm buildings.
2. Use approved appliances, equipment and cords.
3. Never handle cords nor equipment with wet hands or while standing in wet places.
4. Be familiar with directions for use of each piece of equipment and operate it according to these directions.
5. Extension cords should not be run under rugs, over nails, nor around pipes or radiators, nor out-of-doors.
6. Always pull the plug — not the cord when disconnecting equipment.
7. Always replace a blown fuse with another of the same rating. Never use anything else than a fuse.
8. Never touch exposed wires until you have turned off the power.
9. Call the nearest Calgary Power office whenever your own service or the power line goes dead.



Through the deep freeze, Farm Electrification has banished forever the farm's traditional problem of perishable foods. Fresh-frozen vegetables and meats are now on the menu throughout the year.

Special Offer

GENERAL ELECTRIC CANNISTER-TYPE VACUUM, regular \$129.50.

Special Price **\$99.50**

2 ONLY LEFT AT **\$99.50**

DICKAU ELECTRIC

Didsbury Alberta

Better Seed... Better Crops

This advice to farmers goes back for thousands of years. It is still true today. The best seed obtainable is Registered seed, guaranteed for purity, true-to-type and high germination by the Canadian Seed Growers' Association and Plant Products Division of the Dominion Government.

We supply of Registered seed of all crops, one year ahead of Midland & Pacific Area.

MIDLAND & PACIFIC GRAIN CORPORATION LIMITED

DIRTY FURNACE FILTERS

MEAN LOST HEAT!

INSPECT YOURS NOW!

WE HAVE ALL THE COMMON SIZES IN STOCK

KAUFMAN & JENKINS

Phone 22 — After 6 p.m. Phone 234, 235

OLDS HATCHERY

Special Offer

WE WILL GIVE 10 PER CENT FREE CHICKS ON ALL ORDERS BOOKED AT LEAST FOUR WEEKS IN ADVANCE OF HATCHING DATE !!!

DON'T DELAY — TAKE ADVANTAGE OF THIS GENEROUS OFFER !!!

ORDER NOW

AVOID DISAPPOINTMENT

Our Hatches Are Coming Off

With testimonials from our many satisfied users all over the district and province you would do well to come in and book your orders now! Our chicks this year will bring you dividends. It is expected the market will be steady for both eggs and poultry.

Thank you for your past patronage and we remind you that we are hatching at full swing now. **Tuesday and Friday are hatching days!**

BE A SATISFIED USER — USE

OLDS HATCHERY

Chicks and Poultry. A full line of Poultry and Stock Feeds and Supplies

Grass and Pasture Seeds Bookings Made Now

Write today for our catalogue which contains many hints on poultry raising

WHO AND WHAT IS FARM ELECTRIC SERVICES LTD. . .

Within the territory served by Calgary Power Ltd., the farm population is becoming used to seeing bright orange trucks bearing the insignia "Farm Electric Services Ltd." The farmers know that this is the organization which does the physical work of building the farm electrification lines often with the help of the farmers themselves.

Not everybody knows that there is a close family relationship between Farm Electric Services Ltd. (F.E.S.L.) and Calgary Power Ltd. The former is a subsidiary company of the latter — a non-profit company organized for the sole purpose of building and operating farm lines.

F.E.S.L. has been promising 2,500 to 3,000 new farm connections per year for several years — but they more than match their objective each year. During 1953, F.E.S.L. connected just over 4,000 farms. If the weather holds in 1954, it materials are available in sufficient quantities and a sufficient field staff can be hired, this vigorous young company should equal or surpass that figure.

Many of the fellows on the Farm Electric crews and their foremen are known personally to the farmers. In fact, many farmers themselves and their sons have worked on the crews and have first hand knowledge that such work isn't a bed of roses, particularly during storms and in cold weather. The experience the farmers and sons obtain on these crews will stand them in good stead in future years. They will have an inside track on the methods of building lines and so forth.

The members of the crews, particularly the boys from the city sing high praises of the wonderful meals they get when they are fortunate enough to be able to board at some farm. It has been said often to these young fellows by the farmer's wife, after they have tucked away a good meal, that she would rather pay their board than have to feed them. This, of course, is always said jokingly, as nothing pleases a cook more than to have her food appreciated.

Let's Farm Safely!

SERIES 11

SAFETY In The Farm Home

1. Do not use gasoline or solvents to clean fabrics indoors.
2. Keep medicines and poisons in a special cabinet and out of the reach of children.
3. Do not place vessels, pails or tubs of boiling water on floors.
4. Keep matches out of reach of children.
5. Make it a habit to keep handles of cooking utensils on the stove turned away from the front.
6. Do attend any local classes on first aid and artificial respiration.

ALBERTA BREWERS' AGENTS LIMITED

Representing

BIG HORN BREWING CO. LTD.

CALGARY BREWING & MALTING CO. LTD.

SICKS' EDMONTON BREWERY LTD.

SICKS' LETHBRIDGE BREWERY LTD.

NORTH-WEST BREWING CO. LTD.

MOLONEY TRANSFORMERS

Through Foul Weather and Fair it's Continuity of Service that counts

Because MOLONEY TRANSFORMERS are built by SPECIALISTS they help to make the Electric Service to your farm more dependable.

MOLONEY ELECTRIC COMPANY OF CANADA LIMITED

DIDSBURY LIONS CLUB ANNUAL WINTER CARNIVAL

GRAND MARCH STARTS AT 8:00 p.m. — LED BY LIONS CLUB BAND

COSTUME EVENTS

Best Clown Best Dressed Girl or Lady
Best Comic Boy or Man Best Dressed Boy or Man
Best Dressed Couple Best Comic Girl or Lady

Cash Prizes in all Events

You Will See PE-LENTY of Nice Girls

— PERFORMING THE —
FAIRY DRILL — GYPSY DRILL
and the DEEP PURPLE WALTZ

Directed by MAE RINGHEIM
Assisted by DOROTHY RINGHEIM

SKATING RACES

Boys 6-8 Years
Boys 9-10 Years
Boys 11-12 Years
Boys 13-14 Years
Boys 15-16 Years
Barrel Race

Girls & Boys pre-school age
Girls 6-8 Years
Girls 9-10 Years
Girls 11-12 Years
Girls 13-14 Years
Girls 15-16 Years
Ladies' Open Race

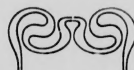
BICYCLE RACE — 15 YEARS AND OVER



YOU'LL SEE THE

**Calgary Lions Club
Boys and Girls
Brass Band**
In Their Colorful Uniforms

Public Skating
Will Follow the Performance



YOU'LL SEE THE

Troup of Majorettes
"RIBBON BATON"
"BELL BOTTOM BLUES"
"FLAG FANTASY"

—Under direction of Mrs. Florence Owens

Proceeds To Didsbury
Memorial Arena Fund

DIDSBURY MEMORIAL ARENA

FRIDAY, FEBRUARY 26

Admission: Adults, 50c; Students, 35c; Children, 25c

BE SURE YOUR SEED WILL GROW
Use Our FREE Seed Testing Service
CLEAN AND TREAT YOUR SEED EARLY
We Stock Agron. Chem. — The Best Seed Treating Chemicals
MAINTAIN QUALITY — BUY SOME REGISTERED SEED
Order Through Our Agent
It Pays to Pull to the Pioneer
PIONEER GRAIN COMPANY LIMITED



NEW VARIETIES



If our plant scientists develop a wheat that matured from 5 to 15 days earlier and thus reduced the hazards of damage from hail and frost, yielded from 6 to 10 bushels more per acre, was more resistant to plant diseases, and grew more vigorously than the varieties now in common use, would you invest \$2.75 per acre to obtain seed

By fertilizing your crops you can obtain all of these benefits with the varieties now available and also maintain the fertility of your land.

Place your order NOW so that we will have the fertilizer in time for seeding.

HAROLD E. OKE

"Your Machine Man" Phone 10, Didsbury

PREMIER MEAT MARKET

(LOCATED IN SOLEY'S STORE)
THE COMPLETE FOOD CENTRE

FRESH ROASTING CHICKENS
PICNIC SHOULDERS — COTTAGE ROLLS
FRESH MILK DAILY

PHONE 42 FOR DELIVERY — WE BUY HIDES
R. A. CAMPBELL Prop.

HALLIDAY'S

CASH GROCERY

PHONE 101 — DIDSBURY

Dependable Matches,
Per pkg. 27c
Pocket size 3 for 5c

Heinz Ketchup,
11 oz. bottle
2 for 65c

Rose Chocolates,
Cadbury's
1 lb. box 85c

Save 10¢
with
TWIN PACK
CAMAY
29c
EACH PACK CONTAINS
TWO 5 CENT COUPONS
2 Bath Size In Bundle



ALPHA MILK —

Tall Tins 4 for 67c

HARD GLOSS GLO-

COAT, Johnson's,

1/2-gallon tins \$1.53

KRAFT CHEESE,

1 lb. pkg. 33c

KRAFT DINNER,

2 for 29c

SHORTENING, Pluffo,

2 lbs. 59c

BRENTWOOD

Tomatoes

28 oz. tins

4 Tins 89c

KELLOGG'S

Corn Flakes

12 oz. pkg.

2 pkgs. 45c

BRODER'S

Corn

Choice Cream

Style, 20 oz. tins

4 for 77c

Peas

Choice, Size 5's

15 oz. tins

6 for 98c

Marshmallows,

Angelus

1 lb. cello 39c

BLUE CHEER
SPECIAL

25¢ COUPON IN
GIANT PACKAGE
GOOD ON
NEXT PURCHASE
Supply cheer
Limited
83c



FRUIT COCKTAIL,

20 oz. tin 3 for 99c

ICE CREAM,

1/2 gallon, vanilla 90c

Bricks, assorted flavors,

2 for 59c

HOT CHOCOLATE,

Fry's, 1 lb. pkg. 58c

2 lb. pkg. \$1.13

KAM and SPORK,

3 tins 95c

DISTRICT NEWS

**AGRICULTURAL
SERVICE
BOARD
NOTES**

W. K. Snyder
Field Supervisor

In trying to find out why 2-4-D is not more widely used by farmers of Western Canada, I am beginning to believe that failure to have the chemical on hand and the sprayer or duster ready to operate on short notice is at least part of the trouble.

A weed infested field is ready to treat, we will suppose on a Monday. With the chemical to hand the machine ready to go, the job is completed by nightfall of the same day. On the other hand, suppose a trip to town has to be made for the 2-4-D and the dealer is temporarily out of stock. Or it may be that the sprayer must be overhauled — wasn't even cleaned and oiled when last used nearly a year ago.

The balance of Monday and Tuesday are spent in getting things ready, only to find the much-needed rain comes that night. The fields are too wet to work until the following week. The farmer then finds that under ideal growing conditions of June, that both the weeds and crop are past the best time for treatment. Here, I do believe lies one of the main reasons why more crops are not treated with the chemical. My suggestions are twofold:

1. That your sprayer or duster be carefully checked. Try out the machine before taking it to the field. With a sprayer, put several gallons of clean water into the tank and run it through in order to test pumps, pressure gauge, nozzles, screens, etc.

2. That you secure your supply of chemical in ample time to make sure you have it handy.

I cannot over-stress the advantage of being ready ahead of rather than following the weeds. Furthermore, I am satisfied that for every one farmer who treats his crops with chemical too early, a dozen or more treat on the late side. Let's be prepared this season for the weeds. They never wait on us.

WHIST PARTY AT ZELLA

Fourteen tables of whist were played at the Zella school Friday evening, Feb. 19. Mrs. Joe White and Howard Christensen won top honors with Mrs. Dave Janzen and Bill Grange getting consolations. Hostess prizes went to Eleanor McConnell and G. Lebratan.

M.V.B.C. NEWS

The A Capella Choir, under the able direction of Prof. Lusk, made its first out-of-town appearance on Friday evening when they sang in the First Church of the Nazarene in Calgary at a Youth Convention. They sang five numbers most acceptably. Earl Reimer played "The Holy City" on his violin, accompanied by Edna Oke at the piano, and the mixed octette sang a rousing number based on the Scripture story of the man who built his house upon the sand, and the other on the rock. Altogether the choir is doing a commendable job already.

Miss Gladys Eby attended the Sunday school convention Friday and Saturday held by the Child Crusade in the First Baptist Church. It was most interesting and will certainly contribute to better class work in the subject of religious education in this college.

Four groups of students took large of Sunday school and services in the following places last Sunday: Rosscarrock, Eckville, McLeod, and Mount Pleasant. Each Monday morning these students give reports of the work done in their respective churches.

The Board of Directors met last Tuesday for their annual meeting. The re-organization of the board resulted in the following:

Rev. D. C. Eby, chairman; Rev. W. D. Annett, vice-chairman; Miss Gladys Eby, secretary. In the absence of Mr. Eby, W. D. Annett was in charge of the meeting. Reports of faculty and staff were given Tuesday evening, after which the college administration was continued.

This resulted in the following: President Rev. D. M. Taylor; vice-president, teacher and dean of men, Peter Waldin; secretary-treasurer and teacher, Miss Gladys Eby (also registrar and supervisor of cataloguing books); dean of women, Miss Mary Walsh; teachers only, Mrs. Lydia Suder, Mrs. D. M. Taylor; director of music department, Franklin L. Lusk; teachers in music department, Mrs. F. L. Lusk, Mrs. J. Riddle and Mrs. C. Kirk. Cook, Mrs. A. Habedmehl; maintenance superintendent, Arthur Eby. During the chapel period of this day Mr. Lusk presented the choir to board members, and they sang five numbers.

At noon the College was host to the fine group who represent the board, and in the evening President Taylor and his wife entertained them in their home for supper.

Have you been listening to the radio broadcast at 7:30 a.m. Sunday morning. Mrs. C. J. Hillman is giving splendid talks on Sunday school work. Be sure to listen Sunday. Beren and Custer Sunday schools sponsored last Sunday's program. Didsbury Sunday school sponsored the one the week before.

Cremona W.I.

February Meeting

The Cremona W.I. met at the home of Mrs. B. B. Reid on Wednesday, Feb. 17, with 10 members and one visitor present. The secretary thanked the ladies for sheets and a quilt given to Mrs. Stan Coleman by W.I. members.

Mrs. Ehrenreich was elected to attend the W.I. district conference to be held in Drumheller, March 11 and 12.

The president was presented with an A.W.I. pin. Mrs. Bill Dinsey gave a reading, "Citizenship", by Anne McPhail, famous woman speaker.

The next meeting will be held at Mrs. Bill Dinsey's.

CKRD

● NOW WITH

1000 WATTS

● AT

850 On Your

● RADIO DIAL

Keeping pace

with rural

electrification

in Alberta!

CKRD

Red Deer

1000 watts 850 Kc's.

RED & WHITE

C. M. CARTER

PHONE 39

WEEKEND SPECIALS for FRIDAY & SATURDAY
FEBRUARY 26th and 27th

Tomatoes, Eastern Pack, 28 oz. tins, 4 for 99c	Mushroom Soup, Campbell's, 4 for 75c
Corn Flakes, 12 oz. pkg., 2 for 49c	Peaches, Red & White, 20 oz. tins, 2 for 49c
Margarine, Sunbrite, 3 lbs. 97c	Instant Chocolate, Cadbury's, with plastic pitcher, for 53c
Peas, sieve 3, Red and White, choice, 20 oz. tins 2 for 49c	Pink Salmon, fancy quality, 1 lb. tins, 2 for 87c
Grapefruit Juice, Red & White, 48 oz. tins, 3 for 95c	Spork, round tins, 3 for 95c
Tomato Catsup, Sun- beam, 20 oz. tins, 2 for 53c	Instant Coffee, Nescafe, 2 ozs. 67c
Pancake Flour, Rosebud, 10 lbs. \$1.29	Sonny Boy Cereal, 10 lb. sacks 95c

ORANGES, Sunkist, Gold Buckle, 288's,
2 doz. 79c

GRAPEFRUIT, Indian River Brand 3 for 29c

NEW CABBAGE 2 lbs. 25c

NEWTOWN APPLES 2 lbs. 25c

ADVERTISING DOESN'T COST — IT PAYS!

Now In Stock

150 FOOT ROLLS OF HOME FREEZER
WRAPPING PAPER, OR FOR THE LOCKER —
18" and 24" widths, at \$1.65 and \$2.15

18" ALUMINUM FOIL AND PAPER FOR
WRAPPING, at \$1.45

SPECIAL MARKING PENCILS FOR LOCKER
OR FREEZER PARCELS 60c

MAC'S SERVICE HARDWARE

W.A. McFarquhar, prop. — Phone 33

RED AND BLUE BRAND BEEF

Still Our Specialty

NOW IS THE TIME TO ORDER A QUARTER
OF BEEF FOR YOUR LOCKER

KIRBY'S MEAT MARKET

PHONE 127 — DIDSBURY

DO YOU KNOW?

GOOD INSURANCE IS NOT CHEAP — CHEAP
INSURANCE IS NOT GOOD.
INSURE IN SURE INSURANCE!

REIBER BROTHERS

Where Insurance is Our Business, Not a Sideline
C. E. Reiber PHONE 90 A. W. Reiber

HOME PLANNER'S CORNER



ATTENTION FUTURE HOME OWNERS

We have a complete Home Planning Department to help you make those New Home Dreams a reality.
We'll show you how to plan extra living space... how to get more home value for your building dollar... how to create a home that FITS YOUR income and family needs.
Stop in or call 125 and we will be glad to see you
PROMPT, COURTEOUS SERVICE

ATLAS LUMBER CO.
DIDSBURY, ALTA. Phone 125

LARRY SINCLAIR, Manager

PHONE 125

BUILDERS February Furniture Sale

— STILL IN PROGRESS —

THIS WEEK'S FEATURE —

3-PIECE BEDROOM SUITE, walnut finish —
Bed, Childenier and Double Dresser \$164.50

Aaminster Mat and Boudoir Lamp FREE
with above special

OUR SECOND FEATURE —

TYNAN CHESTERFIELD SUITE — Lovely Wool
Frieze Upholstery, Kant-Sag Construction, 10-
year guarantee \$179.50

Bonus Item — A Lovely Hostess Chair — FREE
with above special

ALSO ONE ONLY —

KNECHTEL MAHOGANY CHINA CABINET —
For only \$89.50

Now with 60-piece Set of Dishes — FREE
SEE OTHER SPECIALS THROUGHOUT
THE STORE !!!

Builders' Hardware

THE STORE WITH THE STOCK—AND A SMILE
G. C. LEEON, Manager PHONE 7

Specials....

NO EMA SPECIAL, 10 oz. \$1.25

NEW ON HAND WITH AQUASIL- LENTHRIC,
only \$1.00

YARDLEY'S CREME ROUGE, new 85c

YARDLEY LOTUS SOAP SPECIAL —

3 bars regular size, reg. price 50c each, with
purse size bottle of Lotus Cologne and re-
fill funnel, no extra charge, per set \$1.50

RICHARD HUDNUT MARVELOUS SHAMPOO,
free with Richard Hudnut Home Permanent
Refill.

RICHARD HUDNUT CREME RINSE, 4 oz., free
with \$1.25 Egg Creme Shampoo

RICHARD HUDNUT CREME BRILLIANTINE, 2
oz., free with \$1.25 Egg Creme Shampoo

2 GIANT SIZE KOLYNOS, super white or chloro-
pyli Toothpaste, reg. value \$1.38,
2 Tubes 89c

Law's Drug Store

The REXALL Store

PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Miss Pearl Welsberger of Calgary
visited over the weekend with Mr.
and Mrs. Fred Evans.

Mr. Tom Morris is skipping a rink
in the current Calgary Bonspiel
with Elmer Pieper, Harry Richard-
son and son Ron Morris giving him
a hand.

Mrs. G. H. Burke returned home
from Calgary this week after a visit
of several days with her sons there.

Mr. and Mrs. Joe Gilbertson of
Edmonton were weekend guests of
the latter's parents, Mr. and Mrs.
G. Burke.

Three million units of penicillin,
now \$1.50. Law's Drug Store.

Variety program will be held at
Rugby Hall on Friday, March 5, at
8:30 p.m.

Mr. and Mrs. A. W. Reiber and
Dr. and Mrs. R. McKenzie motored
to Edmonton over the weekend to
visit friends.

The team on which Mike Haener,
formerly of Didsbury was playing
in the Yellowknife Club were well
on top of the standing until fire
destroyed the arena and halted op-
erations for this season.

Jack Gillrie, with the R.C.A.F. at
Camp Borden, Ont., has been going
great guns on the ice lanes. Play-
ing with an air force team he has
been picking up more than his
share of the goals and assists.

Mrs. Wm. Blore was the recipient
of seven lovely white orchids
sent to her direct from Hawaii last
week by Mrs. Alexander of Car-
stairs who is visiting the holiday
paradise.

WESTERDALE NEWS

From Our Own Correspondent

Eight tables of whist were en-
joyed at the home of Mrs. A. Jack-
son last Tuesday evening when top
honors went to Mrs. S. Statham and
Mr. D. Herbert, and consolation to
Mrs. J. F. Schrader and Mr. R.
Jackson. The next whist party will
be at the home of Mr. and Mrs. S.
Jackson on March 2.

A number of ladies attended a
quitting bee at the home of Mrs. W.
Herbert on Thursday afternoon
when a quilt was completed.

Mr. W. Wigley returned home on
Monday after spending several
days of the previous week in Cal-
gary.

The Sunday evening volleyball
games commenced at the hall on
Sunday and will continue through
until the spring.

The school children and teacher,
Miss D. Hunt, had a very enjoyable
Valentine party at the school with
a number of the mothers attending.

Mr. A. Jones and sons motored to
Edmonton on February 13, where they
spent an overnight visit at the
home of Mr. and Mrs. A. Koch.

Mr. and Mrs. W. Herbert were
Calgary visitors last Monday.

IN DIDSBURY IT'S

Ranton's

Your Home Town Store

All Wool Cardigan
Sweaters for Women,
mauve, green, grey &
rust, each \$4.40

Women's Nylon
Cardigans, white only,
each \$6.49

Women's All Wool
Cardigans, wine and
grey only, each \$4.95

New Prints, yard 75c

Cotton Car Robes,
each \$4.69

Men's Work Pants,
pair \$4.50

Rubber Boots for all
members of the family.

Complete Range of
G.W.G. Work Clothes,
popular prices.

SHOP AT —

Ranton's

Your Home Town Store

Coming Events

—Annual meeting of Lone Pine hall
board will be held March 1, 1954 at
8 p.m.

—Springside Group will hold a
short social and card party on
March 8, at the Springside school,
at 8:30 p.m. Eight prizes will be
given away and proceeds are for
Reicher hospital patients. Ladies
are asked to bring lunch, coffee will
be served. Admission 25 cents.

—Eric Ratledge, optometrist, as-
sociate of K. Roy Maclean, an-
nounces the date of his next visit
as Monday, March 8, morning only,
at the Rosebud hotel. Consult in
city office, 1014 Greyhound Bldg.

—St. Hilda's Chapter O.E.S. Calico
Ball will be held in Melvin Hall on
April 23. Square dancing from 8:30
to 10 p.m., dancing from 10 p.m. to
2 a.m. Prizes for novelty dances
and best dressed couple. Admission
\$1.00 per person, lunch included.

—The Redeemer Lutheran Walthers
League will present a Variety Con-
cert on Wednesday and Thursday,
Feb. 24 and 25 at 8:00 p.m. in the
basement of Redeemer Lutheran
Church. Admission 35c and 50c.

EAST NOTES

From Our Own Correspondent

(Intended For Last Week)
Ladies, there has been a slight
change for the next meeting which
is going to be held in March. It
will be held on March 3rd instead
of the 10th. Mrs. Owen Milne and
Mrs. Ehret were nominated as
delegates for the conference at
Drumheller.

Mr. and Mrs. Alfie Thompson
spent a few days in Calgary last
week, returning on Saturday.

Mr. and Mrs. Stanley Schumaker
were Friday supper guests with the
former's parents.

Mr. and Mrs. Walter McCulloch
and Leonard were Sunday supper
guests with Mr. and Mrs. Gus Bit-
ner and family.

Congratulations are extended to
Mr. and Mrs. James McCulloch on
their silver wedding anniversary
which was on Feb. 14th, also to
Mr. and Mrs. Otto Bitner who
celebrated 21 years of marriage on
the same day. Mr. and Mrs. Jack
Balderson of Carstairs celebrated
their 18th anniversary as well on St.
Valentine's Day.

Mr. and Mrs. Schumaker, Reg
and Mrs. Pete Neufeld all motored
to Calgary last Thursday on busi-
ness.

Mr. and Mrs. Pete Neufeld and
family motored to Calgary on Sun-
day to visit with their daughter Pat
and family. Mrs. Neufeld remained
for a few days.

Joyce Schumaker and Patricia
Spragg spent the weekend with the
latter's parents.

Les Schumaker and Joan Hoeght
of Olds called on the former's
parents on Sunday.

CARD OF THANKS

The Redeemer Lutheran Ladies'
Aid wish to thank all those who
helped to make their tea a success,
and those who attended. Also those
who helped and donated food.

CARD OF THANKS

I wish to express my thanks and
appreciation to the matron and
staff and to all who sent cards,
flowers and gifts while I was a
patient in hospital.

MRS. H. FISCHER

LATE CLASSIFIED

HELP WANTED — Lady or man
for grocery store. Experience
preferred. Apply Box M, Pioneer
Office.

Mr. Richard Law, of the local
branch of the Royal Bank, has re-
ceived word he has been transferred
to Camrose and will leave on Mon-
day for that point.

St. Cyprian's Anglican Church
will hold Sunday School at 11 a.m.
and Holy Communion at 11:45 a.m.,
February 28. Canon Morgan will
officiate.

Shades of Spring! Mr. W. Taylor
was showing us a butterfly on Mon-
day which he caught in the east
end of town.

DONATIONS REQUESTED

Those people who were unable to
contribute to the Follo Find when
the canvassers called, but promised
donations, are asked to give them
to Al Engwer at the Bright Spot
and official receipts will be issued.
This should be done as soon as pos-
sible as the fund may be closed.

BIRTHS AT THE DIDSBURY
MUNICIPAL

To Mr. and Mrs. Peter DeLeeuw,
of Cremona, on Feb. 18, a daughter.
To Mr. and Mrs. E. McKay, of
Carstairs, Feb. 18, a daughter.
To Mr. and Mrs. D. Rowntree of
Edson, on Feb. 23, a son.

Folkmann's Clothing

PHONE 124 — DIDSBURY

Sale Sale Sale

— AT —

Folkmann's

All Winter Stock

Reduced To Make Room

For Spring Stock

— SALE STARTS —

Thursday, Feb. 25

BERSCHT'S

For Spring and
Waterproof FootwearMen's and Boy's
Rubber BootsMen's and Boy's
Rubber OvershoesLadies' and Girls'
Rubber BootsLadies' and Girls'
Rubber Overshoes

Zipper or Pull-On Styles

SPRING WATERPROOF FOOTWEAR
Ladies' "Slit" Rubbers, colors to match your
outfit, in handy pouch for your handbag

J. V. Berscht & Sons

PHONE 36 — DIDSBURY

The "RED BEAR"
Symbol of Quality

Twice Around the World...

More than enough wire to encircle the earth TWICE at the
equator has been used to supply the requirements for Farm
Electrification in Alberta to date.

In supplying a considerable part of this, Canada Wire has
played its part in the modernization of Alberta's farms for elec-
trical living and increased production.

CANADA WIRE & CABLE COMPANY

ALBERTA DISTRICT SALES OFFICE: 1
50 - 51st AVE. W., CALGARY, ALBERTAFactories: TORONTO, MONTREAL, VANCOUVER
SALES OFFICES FROM COAST TO COAST